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Canada
Canadian Broadcasting Corporation

Canadian
Publications

(CBC) RESEARCH *report*



No. [26]

THE AUDIENCE IN CANADA TO
SHORT-WAVE FOREIGN BROADCASTS



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No. 267

THE AUDIENCE IN CANADA TO
SHORT-WAVE FOREIGN BROADCASTS


SUMMARY

Few people in Canada listen to short-wave radio broadcasts from foreign countries. No more than 4 per cent of adults in the country (about 600,000) have ever listened, just over 3 per cent (close to 500,000) listen within the period of a year, and just over 1 per cent (some 200,000) spend any time listening in an average month.

The indications are that 8 per cent of households in Canada are equipped with a facility for short-wave listening - about twice the number of households in which anyone ever actually listens.

The foreign broadcasters most frequently listened to in Canada via short-wave are the B.B.C., the Voice of America and O.R.T.F. The BBC reaches about 100,000 listeners a month (about 250,000 a year), the Voice of America and O.R.T.F. each about 75,000 listeners a month (about 200,000 a year).

English-speaking Canadians listen to short-wave radio with about the same frequency as do French-speaking Canadians. Listening is more common, however, among those people who have a parental tie with some country outside of Canada and Britain. Men tend also to listen to short-wave more often than do women. The short-wave listener does not, however, differ from the non-listener either in age or in amount of schooling.



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INTRODUCTION

This is a report on the incidence of short-wave radio listening in Canada, on the foreign broadcasters most frequently listened to, and on the language of these communications.

The information is provided for use by CBC's international service, Radio-Canada International, in their discussions with other broadcasting organisations of some of the facts and fictions of international audience behaviour.

HOW THE INFORMATION WAS OBTAINED

The required information was obtained in response to a set of questions on short-wave listening included in a longer questionnaire on people's attitudes to various aspects of television in Canada. This was administered, by personal in-home interview, over a six-week period in October/November 1972, to a national probability sample of close to 5000 persons aged 18 and over. Details of the selection and make-up of this sample are provided in the Appendix.

The questions on short-wave listening, finalised after two waves of pre-testing, were asked at the end of an interview lasting approximately one hour. So far as it is possible to judge, the answers obtained to these questions were quite unaffected by the preceding discussion of television.

The complete set of short-wave questions are listed in the Appendix. In summary, the sequence of questioning was as follows. First the respondent was asked:

"As you know, some people have radios that can pick up short-wave broadcasts from other countries. Are there any radios in your home that can pick up short-wave broadcasts direct from stations outside of Canada and the United States?"

The exclusion of the United States at this stage was deliberate. Prior research had indicated the probability of consider-

able confusion between broadcasts into Canada from the U.S. on short-wave and broadcasts on AM and FM bands. Reception from the United States was treated separately at a later point in the interview.

If the respondent seemed in the slightest doubt as to whether or not any household radio set was capable of receiving on short-wave, the set was checked:

"If you don't mind, I would like to have a look at your radios to see whether they are equipped with short-wave bands."

During the survey pre-test, the feasibility was tested of having the interviewer check the set in all cases. This, however, was found impractical because of the consequent lengthening of the interview time and the high refusal rate. In the event, sets were inspected only in seemingly doubtful cases.

Respondents with short-wave receivers were then asked:

"Have you yourself spent any time in the past year listening to a short-wave radio broadcast from a station outside of Canada or the United States? Don't count any listening you may have done when abroad."

Those who reported some listening were then shown a list of twenty-one countries and their broadcasting organisations (see Appendix):

"Here is a list of some of the countries and broadcasting organisations that broadcast short-wave programs that can be picked up in Canada. Please look over the list and tell me, in order, which countries you have listened to, and about how long it is since you last listened to each."

For each country/organisation listed, respondents were required to indicate either that they had 'never listened' or that they last listened 'over one year ago', 'over one month to a year ago', or 'within the past month'. Those reporting any short-wave listening to any overseas country in the past month were asked in each case: "In what language did you listen?"

Finally, all respondents claiming to have a short-wave set, whether or not they ever used it for overseas listening, were asked if they had listened in the past year or so to "any short-wave broadcasts of the Voice of America". Those answering in the affirmative were asked (as above) when they had last listened, and in what language.

FINDINGS

Coding and processing of the replies to these questions produced the tabulations in TABLES 1-6. These provide the basis for the following conclusions:

Incidence of Short-wave Listening

As TABLES 1 and 2 show, not many people in Canada listen to foreign radio broadcasts via short-wave. Just over 1 per cent of adults (some 200,000) listen in an average month, a little over 3 per cent (close to 500,000) within the period of a year. About another 1 per cent say they have occasionally listened to short-wave, but not within the past year. This gives a total of about 4 per cent of adults in Canada (some 600,000) who 'ever listen'.

This low level of short-wave listening contrasts sharply with the amount of time spent listening to radio in general. Canadians are in fact heavy radio listeners. Virtually everyone spends some time listening to radio in the course of a year; 90 per cent of adults listen in an average week, 75 per cent on an average day; the 'average adult' spends about 17 hours a week at this time of the year (October-November) listening to Canadian or U.S. border stations broadcasting on AM or FM; and at peak listening time (around 8 a.m. on an average weekday throughout most of the year), some 35 per cent of all adults are listening to radio. Clearly, short-wave has a minute share of this mass audience.

While there remains some doubt (even following an in-home inspection) as to precisely how many people in Canada own, or have access to a short-wave receiver, the indications are that,

in addition to those who ever make any use of their set to listen to foreign stations, about as many people again have access to a radio receiver, with at least some short-wave facility, which they themselves do not ever use for listening to foreign broadcasts. This provides an estimate of about 8 per cent of households in the country with short-wave sets of some kind (TABLE 3).

The most recent available information on short-wave listening in the United States indicates a degree of listening twice this Canadian level - about 6 per cent of U.S. adults do some short-wave listening in the course of a year, 2 per cent in an average month.¹ Interestingly enough, in the United States, as in Canada, the indications are that about twice as many people have short-wave receivers as ever use them for short-wave listening.

Foreign Countries Listened to on Short-wave

The foreign short-wave broadcasters most frequently listened to in Canada are the B.B.C. from Britain, the Voice of America from the U.S.A., and O.R.T.F. from France (TABLE 4).

Of those (200,000 or so) adults who do any short-wave listening in an average month, about 5 in every 10 spend some time listening to the B.B.C., about 4 to the Voice of America and 4 to

¹Smith, Don D., 'America's Short-wave Audience: Twenty-five Years Later', Public Opinion Quarterly, Vol. 33, 1969-70, pp. 537-545.

O.R.T.F. Countries less frequently listened to are West Germany, Cuba, the Netherlands and Italy - each, per month, by about 2 short-wave listeners in every 10. Several other countries listened to in Canada even less frequently than this are Ecuador, South Africa, the U.S.S.R., Australia, Czechoslovakia, East Germany, Japan, Switzerland, Austria, Sweden, China, Israel, Hungary, Poland, Norway, Mexico, Portugal and Egypt.

Projected to the total adult population, these survey estimates give the B.B.C. a total audience 'reach' in Canada of about 100,000 listeners a month, about 250,000 a year. The Voice of America and O.R.T.F. each have close to 75,000 listeners a month in Canada, and close to 200,000 in the course of a year.¹ An estimated 30-40,000 listen at least once a month to short-wave broadcasts from each of the following countries: West Germany, Cuba, the Netherlands, Italy, Ecuador and South Africa. Those other countries noted above each have smaller audiences than this, in some cases probably much smaller.

Clearly, many (if not most) of Canada's short-wave listeners do not confine their listening to a particular country but spread their listening over several.

¹This proportion of adults in Canada who spend any time listening to the Voice of America in an average month (around 0.5 per cent, or one adult in every 200) compares with an estimated 2 per cent of adults in the U.S. (about one in every 50) who apparently spend some time listening to Radio-Canada International short-wave service over this same (monthly) period. (See: Short-Wave Radio Listening in the United States. A Gallup Omnibus Survey, the Gallup Organisation Inc., April 1973.)

The Language of Reception

As TABLE 5 shows, the bulk of short-wave listening in Canada is to transmissions in English - primarily from Britain and the United States. Other countries whose short-wave broadcasts into Canada are listened to solely or mainly in English include the Netherlands, Ecuador, the U.S.S.R., South Africa and Czechoslovakia.

The most widely listened to French-language broadcasts on short-wave are (needless to say) those from France. The only other French-language broadcasts listened to in Canada to any significant degree are those of the Voice of America.

Of other foreign countries with significant numbers of short-wave listeners in Canada, only one is listened to exclusively (or almost exclusively) in its native language. This is Italy. West Germany and the Netherlands are also received in Canada in their native languages but at least as many if not more listeners to short-wave broadcasts from these two countries listen in English.

Short-Wave Listening in Various Population Sub-Groups

Compared with the approximate 50-50 sex split of the adult population of Canada as a whole, the short-wave listening audience is more male than female. As TABLE 6 shows, men outnumber women in a ratio of about 2:1, both in the frequency of recent listening and in the total frequency of 'ever' having listened.

There appears to be no difference between English and French Canada in the frequency of short-wave listening: English-speaking and French-speaking adults listen to about the same extent. There is, however, a tendency for short-wave listening to be rather less common among the majority of Canadians than among that minority who have at least one parent born elsewhere than in Canada or Britain. As TABLE 6 shows, in this latter group the frequency of short-wave listening 'within the past month', while still a fairly low 3 per cent, is about three times as high as it is among all other adults - and the frequency of 'ever' listening is about twice as high. The causal relationship here seems fairly clear.

By age, however, and by level of formal education, there is little to distinguish the short-wave listener in Canada from the average adult (TABLE 6).

T A B L E S

TABLE 1

INCIDENCE OF LISTENING IN CANADA TO SHORT-WAVE
BROADCASTS FROM FOREIGN COUNTRIES

Last listened to a short-wave foreign broadcast...	Number of respondents aged 18 and over (unweighted)	Percentage of total adult population (weighted) ¹
Within the past month	(67)	1
Over 1 month to a year ago	(97)	2
Over a year ago	(40)	1
Ever listened	(204)	4
Never listened	(4735)	96
Sample base: respondents aged 18 and over	(4939)	100

¹Weighted by 'language normally spoken' to correct for fact that the sample was purposely selected to provide a disproportionately larger number of French-speaking respondents than there are in the total population. All percentage estimates in this and subsequent tables are rounded to the nearest whole unit.

TABLE 2

ESTIMATED NUMBERS OF PERSONS IN CANADA AGED 18 AND OVER
LISTENING TO SHORT-WAVE BROADCASTS FROM FOREIGN COUNTRIES¹

Last listened....	Numbers
Within the past month	200,000
Over 1 month to a year ago	280,000
Over a year ago	120,000
Total reporting that they 'ever listened'	600,000

¹ Derived from actual survey estimates, projected to a total population base of 14,230,000 persons aged 18 and over (1971 Census, projected to January 1973) - to nearest 10,000.

TABLE 3

EXTENT TO WHICH THOSE WITH ACCESS TO A
SHORT-WAVE RECEIVER EVER USE IT FOR LISTENING
TO FOREIGN BROADCASTS

Incidence of Usage	Per cent
Have listened to a short-wave foreign broadcast 'in the past year or so'	4
Have <u>not</u> listened to a short-wave foreign broadcast 'in the past year or so'	4
Total households with a short-wave receiver	8
Sample base: respondents aged 18 and over	(4939)

TABLE 4

ESTIMATED NUMBERS OF PERSONS IN CANADA AGED 18 AND OVER
LISTENING TO SHORT-WAVE BROADCASTS FROM VARIOUS
FOREIGN COUNTRIES¹

	Last listened...	
	Within the past month	Within the past year
	(000)	(000)
Britain (B.B.C.)	100	250
U.S.A. (Voice of America)	80	210
France (O.R.T.F.)	70	180
West Germany (Deutsche Welle)	40	120
Cuba (Radio Habana)	40	90
Netherlands (Radio Nederland)	40	90
Italy (R.A.I.)	40	110
Ecuador (Voice of the Andes)	30	60
South Africa (R.S.A.)	30	60
U.S.S.R. (Radio Moscow)	20	130
Australia (Radio Australia)	20	50
Czechoslovakia (Radio Prague)	20	60
East Germany (D.D.K.)	10	50
Japan (N.H.K.)	10	50
Switzerland (Swiss Broadcasting)	10	60
Total number (000) listening to any short-wave foreign broadcast over these periods ²	200	480
Number of respondents in these groups	(67)	(164)

¹ Derived from survey estimates and Census data (see footnote 1 to TABLE 2).

² Includes listeners to short-wave broadcasts from ten other countries - Austria, Sweden, China, Israel, Hungary, Poland, Norway, Mexico, Portugal and Egypt. Estimates of the audiences for short-wave broadcasts from these countries are in each case less than, in some cases probably much less than, the minima reported above - 10,000 monthly, 50,000 annually.

TABLE 5

LANGUAGE DISTRIBUTION OF SHORT-WAVE FOREIGN BROADCASTS
LISTENED TO IN CANADA 'WITHIN PAST MONTH'

Country	Broadcast listened to in.....				
	English	French	Other language(s)	Language of broadcasting country	Other language(s)
	<u>N</u>	<u>N</u>	<u>N</u>	<u>N</u>	<u>N</u>
Britain	33	1	-	33	1
U.S.A.	21	7	1	21	8
France	4	21	-	21	4
West Germany	6	2	6	6	8
Cuba	7	2	3	3	9
Netherlands	9	-	5	5	9
Italy	1	-	11	11	1
Ecuador	7	1	2	1	9
South Africa	5	1	-	-	6
U.S.S.R.	8	-	-	-	8
Australia	7	-	-	7	-
Czechoslovakia	5	-	-	-	5
Nine other countries listened to 'in past month' ¹	16	2	6	8	16

¹ East Germany, Japan, Switzerland, Austria, Sweden, China, Israel, Hungary, and Norway.

TABLE 6

INCIDENCE OF LISTENING IN CANADA TO SHORT-WAVE
BROADCASTS FROM FOREIGN COUNTRIES

In Various Population Sub-Groups

Sub-groups	Last listened....				Sample base: respondents aged 18 and over (unweighted) ¹
	Within the past month	Over 1 month to a year ago	Over a year ago	Total: 'Ever listened'	
<u>Sex</u>	%	%	%	%	
Men	2	3	1	6	(2449)
Women	1	1	#	3	(2490)
<u>Age</u>					
18-24	1	2	#	4	(868)
25-34	1	2	1	4	(1100)
35-49	2	2	1	5	(1392)
50+	1	1	1	3	(1554)
<u>Highest level of schooling attained</u>					
Grade school	2	2	1	5	(1394)
High school	1	1	#	3	(2315)
Post high school	2	3	#	6	(1127)
<u>Language usually spoken at home</u>					
English	2	1	1	4	(2872)
French	1	2	1	4	(2067)
<u>Parents' country of birth</u>					
Both parents born in Canada or Britain	1	2	#	3	(3895)
One or both parents born elsewhere	3	2	1	6	(1044)
<u>All persons aged 18 and over</u>	1	2	1	4	(4939)

signifies less than 0.5 per cent.

¹ Total sample base exceeds the sum of the bases for the age and education sub-groups, the result of some respondents not providing information on their age and/or education.

T E C H N I C A L A P P E N D I X

Selection and Disposition of the Sample

As noted in the Introduction, the sample used in this survey was designed primarily for a national study of public attitudes to television. As such, it was representative of all civilian, non-institutionalised persons in Canada aged 18 and over, excluding only those resident in the Yukon and Northwest Territories and those persons unable to communicate either in English or in French.

In the sample design, counties and census divisions were first assigned to a number of geographic strata. This assignment was made separately for the English and French-language samples. For the English-language sample, the strata consisted of the major concentrations of population (approximating the coverage areas of the city-located television stations) of Toronto, Ottawa, Winnipeg, Vancouver, Montreal (metropolitan area only), Halifax, Regina/Saskatoon, Edmonton and St. John's/Corner Brook. Four other strata were used for the balance of counties in Ontario, the Atlantic provinces, the Prairie provinces and British Columbia. The strata for the French-language sample consisted of metropolitan Montreal, the balance of the Montreal television coverage area, Quebec/Chicoutimi, the balance of the province of Quebec and an area consisting of Eastern and Northern Ontario and New Brunswick.

SAMPLE SIZE BY AREA

ENGLISH-LANGUAGE SAMPLE

St. John's/Corner Brook	88
Halifax	105
Montreal (metro)	190
Ottawa	210
Toronto	570
Winnipeg	156
Saskatoon/Regina	98
Edmonton	208
Vancouver	290

Other Areas

Balance of Atlantic provinces	185
Balance of Ontario	306
Balance of Prairie provinces	282
Balance of British Columbia	184
	<hr/>
	2872
	<hr/>

FRENCH-LANGUAGE SAMPLE

Montreal (metro)	592
Balance of Montreal	318
Quebec/Chicoutimi	418
<u>Other Areas</u>	
Balance of Quebec	479
Other provinces	260
	<hr/>
	2067
	<hr/>

The required sample size was allocated to each stratum and counties selected with the probability of selection proportionate to the size of the population. Within each selected county, enumeration areas were selected, again with probability proportionate to population size. Within selected enumeration areas, city blocks or other starting points were selected at random.

The interviewers were instructed to proceed from the random starting point, in a specified pattern, and to obtain one interview in each of the first ten households from the starting point. Three call-backs were made to each such household before a substitution was allowed. In each contacted household one adult was selected, by a random procedure, from all adult residents.

Sample members were interviewed in English or in French according to which of the two languages they "spoke most often at home" - or if they spoke neither at home, which of the two they themselves spoke most often. Equally bilingual respondents were interviewed in the language they first learned in childhood and still understood.

The disposition of the two language samples by area is shown opposite.

The Interviews

The interviewing was contracted out to Market Facts of Canada Limited. All respondents were interviewed personally, in the home. Interviewers attended briefing sessions at various regional centres across the country and all carried out practice interviews. Interviewing was conducted from October 11 to November 17, 1972.

Tabulation of Data

The respective numbers of interviews which this project required (2872 for the English-language sample, 2067 for the French) are highly disproportionate to the actual distribution of these languages in the total population. Hence, to provide the necessary national estimates of short-wave listening, weights were applied to the separate language-sample estimates to correct for this disproportion in selection.

Additional weights were applied to correct a slight imbalance in age/sex distribution of each language sample; also geographically, to compensate for differential sample selection by area.

The Questionnaire

Attached is that section of the full questionnaire which relates to the short-wave listening survey.

Cluster Seq.

NAMES OF RESPONDENT: _____

ADDRESS: _____

CITY/TOWN/POSTAL AREA: _____ TEL. NO: _____

SEX: MALE 1

FEMALE 2

INTERVIEWER'S NAME: _____

DATE OF INTERVIEW: _____ LENGTH OF INTERVIEW: _____

VERIFIED: _____

--	--	--	--	--

1 2 3 4 5

PUNCH CARD 6 - 1

--	--	--

7 8 9

--	--

10 11

INTRODUCTION: Good _____, I am _____ of Market Facts of Canada Limited. We're doing a survey on how people spend their time, what they like to do and what they don't like to do.

12- 1 2 3 4 5 6 7 8 9

13- 1 2 3 4 5 6 7 8 9

RESPONDENT SELECTION QUESTIONS

SPEAK TO SOMEONE 18 YEARS OR OLDER

To select the respondent who I would like to interview I would like to ask you 2 questions:

- A. How many men aged 18 or older live in this household?

1 2 3 4 5 6 7 8 9 or More

14-

- B. Altogether how many female adults aged 18 or older live in this household?

1 2 3 4 5 6 7 8 9 or more

15-

INTERVIEWER: Now look at your Respondent Selection Guide .o determine the respondent you should interview.

- C. What language do you speak most often in your home?

ENGLISH -1 - USE ENGLISH QUESTIONNAIRE

FRENCH -2 - USE FRENCH QUESTIONNAIRE

BOTH EQUALLY -3 - ASK QU. "D".

OTHER -4 - (ASK: WHICH ONE BETWEEN ENGLISH AND FRENCH DO YOU SPEAK MOST OFTEN:

FRENCH----- 1

ENGLISH----- 2

16-

- D. What is your mother tongue, that is the language you first learned in childhood and still understand?

ENGLISH - 5 - USE ENGLISH QUESTIONNAIRE

FRENCH - 6 - USE FRENCH QUESTIONNAIRE

SEX OF RESPONDENT

Male 17-1

Female -2

49a) Have you listened to any short-wave broadcasts of 'The Voice of America' in the past year or so?			-52
	No	0 -	- 0
Yes [] -- When?	Over 1 year ago	1	- 1
	Over 1 month to 1 yr	2	- 2
	Within past month	3	- 3
49b) In what language did you listen?			- 4
	English	4	- 5
	French	5	- 7
	Other	7	

50a) And have you listened, in the past year or so, to any short-wave broadcasts from Radio Canada International - the C.B.C. International Service?			-53
	No	0 -	- 0
Yes [] -- When?	Over 1 yr ago	1	- 1
	Over 1 month to 1 yr	2	- 2
	Within past month	3	- 3
50b) In what language did you listen?			- 4
	English	4	- 5
	French	5	- 7
	Other	7	

51a) Does anyone else in your household ever listen to broadcasts from overseas on short-wave?			-54
No	0 -	SKIP TO DIARY INTERVIEW	- 0
Yes	1		- 1 D.K. 9
51b) If "YES" - How many people aged .. 18 or over			55- 0 1 2 3 4 5+
	12 to 17		56- 0 1 2 3 4 5+
	under 12		57- 0 1 2 3 4 5+

Finally, a few questions about yourself.

6-5 PUNCH CARD 5

34. Into which of these age groups do you fall? (READ LIST)

18 - 24 1 25 - 34 2 35 - 49 3 50 - 64 4
65 or over 5 Refused 9

-7

35. Are you married, single, widowed, separated, or divorced?

-8

Married	1
Single	2
Widowed	
Separated	3
Divorced	
Refused	9

36a) What is your occupation?

-9

Y - Unemployed
O - Retired
X - Refused

36b) IF RETIRED, OR UNEMPLOYED:

What was your occupation before you retired/were unemployed?

37. IF WORKING

(a) How many days a week do you work?

-10

No. of Days								DK
1	2	3	4	5	6	7	9	

(b) Normally at what time do you start working? _____

-11

(c) And at what time do you finish working? _____

-12

(d) How long does it normally take you to get to work?

-13

(e) Which language do you speak most often at work?

-14

English	1
French	2
English/ French	3
equally	
Other	4
Refused	9

38. TYPE RESPONDENT CARD 13

Which of these best describes the highest level of education you received?

-15

Card Group Letter								DK
A	B	C	D	E	F	G	9	
1	2	3	4	5	6	7		

39a) In what country was your father born? (WRITE IN SPACE)

-16

3	4	5	6	7	8	9
Canada	1					
Britain or						
Ireland	2					
DK or Refused - 9						

39b) In what country was your mother born? (WRITE IN SPACE)

-17

3	4	5	6	7	8	9
Canada	1					
Britain or						
Ireland	2					
DK or Refused - 9						

40a) Do you speak any languages apart from English well enough to conduct a conversation?

-18

Yes 1 No 2 D.K. 9

40b) IF YES: What are they? _____

41a) In which country did you receive most of your education?	-19
41b) IF CANADA: In which province?	-20
41c) Did you receive any of your education in any other country? IF "YES": In which country?	-21
42. IF NOT MALE HEAD OF HOUSEHOLD	
(a) What is the occupation of the male head of the household?	-22
(b) IF RETIRED, OR UNEMPLOYED:	
What was his occupation before he retired/was unemployed?	-23
	Y - Unemployed O - Retired X - Refused
43. How many children are there living in this home who are aged 11 or less?	-24
	No. of Children 0 1 2 3 4 5 6 7 8 Refused X
44. How many children are there living in this home who are aged between 12 and 17?	-25
	No. of Children 0 1 2 3 4 5 6 7 8 Refused X



3 1761 11550655 2